

FortiAP Channel Quick Sales Guide

Overview

- FortiAP are a “thin” or “lightweight” wireless LAN Access Point (AP) product that integrates directly with the FortiGate appliance. FortiAPs provide 802.11ac and 802.11n WiFi access to clients and are secured and managed by a FortiGate via the standard FortiGate administration interface.
- FortiAP provide you with a significant cross sell opportunity for existing FortiGate customers and are a perfect upsell opportunity for new FortiGate customers.

Did you know?

- Every FortiGate has a built in FortiAP wireless LAN controller.
- There are no licenses required to use the wireless LAN controller.
- To deploy a secure wireless LAN, you only need to add FortiAPs to any FortiGate installation.
- Fortinet delivers complete UTM security to wireless users, unlike other wireless network equipment providers such as Meraki, Aerohive, Aruba and Ruckus – who only support very basic security capabilities.
- Fortinet has a range of indoor, outdoor and remote APs and is delivering the new 802.11ac APs at the same price as 802.11n.

Fortinet wireless LAN value proposition

- Integrated UTM security and wireless access.
- Centralized management, including policy enforcement and reporting.
- No additional licensing for the controller, APs, users or wireless features.
- Enterprise class feature set, including 802.11ac and wireless mesh.
- Built-in PCI compliance capabilities, including WIDS and Rogue AP detection/suppression.
- Deep application control allowing the prioritization of business-critical traffic on the wireless LAN.
- Integrated authentication with captive portal for guest access.

Target customers

- Existing FortiGate customers who are looking to add WLAN to their network, or refresh existing competitor WLAN infrastructure. **This is the low-hanging fruit!**
- Organizations that need secure wireless for PCI DSS compliance.
- Organizations wanting to deploy or expand WLAN APs to more than 3,000 square feet (~300 sq meters).
- Distributed retailers, supermarkets, restaurants.
- Education, both K-12 and higher ed.
- Healthcare facilities, clinics and aged care centers.
- Warehouses, resorts, golf courses.

Why sell FortiAPs with every FortiGate?

- Selling Fortinet access points is a simple attach sale. Fortinet has spent a lot of time and money making the FortiGate and the FAP products deliver functional value when used together.
- Selling FortiAPs with every FortiGate can drive your overall Fortinet revenue by anywhere from 60%-100%, depending on the number of APs on each PO.
- Selling FortiAP along with every Fortigate shows your value to your customer. You are delivering a solution for both their wired and wireless users' and your customer will see you as a trusted advisor by not just selling products, but providing solutions.
- Attaching Fortinet FAPs to the sale of FortiGates drives your engineering/systems engineering costs down by delivering a single pane of glass to deploy and manage security and wireless.
- Your customers will immediately recognize a single vendor solution is preferable to a multi-vendor environment and will buy more quickly.



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Qualification questions to ask your customers and prospects

- What applications are driving your need to deploy wireless LAN?

A: If the customer mentions any of the following use-cases, Fortinet wireless LAN is the right solution:

- o BYOD connectivity: iPhone, iPad, laptops use in conference rooms.*
- o Guest access with captive portal (in enterprise or retail environments).*
- o Wireless POS, inventory or kiosk systems in retail*
- o Rogue access point control / PCI DSS: requirement to meet compliance and provide safe payment processing*

- Do you have any speed or coverage issues with your existing wireless?

A: the will identify if the customer is unhappy with their current solution and uncover a potential opportunity.

- Is your existing wireless LAN equipment due for renewal/refresh soon?

A: this is another question to uncover a potential opportunity.

- How many users/devices do you need to connect to the wireless LAN?

A: the aim of this question is to determine the opportunity size.






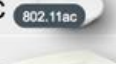





- What is the size of wireless deployment area (sq feet /sq meters) and how many sites are you targeting?

A: the aim of this question is to dig deeper into the opportunity size.

- Do you have too many boxes to manage? Will a single console for management of security and wireless help to ease the burden?

A: this gives you the chance to explain the benefit of having a single pane of glass for security and wireless management.

Forti AP product range

3x3:3 Resiliency and Versatility	Dual Radio Dual Band			FAP-320C 
				FAP-320B 
2x2:2 Performance			FAP-222B 	FAP-223B 
		FAP-221B 		
		FAP-221C 		
1x1:1 Value	Single Radio	FAP-28C 		FAP-210B 
		FAP-14C 	FAP-112B 	
		FAP-11C 		
		Remote	Outdoor	Indoor

FortiGate wireless controller sizing guide

Wireless Controller Model	Maximum number of managed remote mode FortiAPs	Maximum number of managed normal mode FortiAPs
FortiGate/FortiWiFi 30D Series	-	-
FortiGate/FortiWiFi 60C & 60D Series	10	5
FortiGate/FortiWiFi 80C, & 90D Series	32	16
FortiGate 100D Series	64	32
FortiGate 200D Series	128	64
FortiGate 300C, 300D & 500D Series	512	256
FortiGate 600C, 800C	1,024	512
FortiGate 1000 & 3000 Series	4,096	1,024
FortiGate 5000 Series	Up to 57,344 (4,096/blade)	Up to 14,336 (1,024/blade)
FortiGate VM-eval	1	1
FortiGate VM00 & VM01	64	32
FortiGate VM02 & VM04	512	256
FortiGate VM08	4096	1024